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UNITED STATES DEPARTMENT OF AGRICULTURE
War Food Administration

March 1, 1944

"FOOD FIGHTS FOR FREEDOM"

Spring Program on Unrationed and
Low-Point Foods Will Be Known as
"No-Point---Low-Point Foods" Promotion

The retail and wholesale food distributing trade including independents, super-markets, and food chains, as well as the restaurant and hotel industry, will be asked to support a nationwide drive under the banner of "No-Point---Low-Point Foods," which is expected to (1) create larger sales of unrationed and low-point value foods, and (2) advise the public that the most practical method of sharing our precious food supply is to give emphasis to the available or more plentiful foods, during the Spring, with peak activity occurring in March and April. This is a part of the first quarter Food Fights for Freedom program, which emphasizes the "share" and "play square" objectives of the program. It is being promoted by the War Food Administration and the Office of Price Administration in cooperation with the Office of War Information and the War Advertising Council.

LIST OF FOODS FOR SPECIAL EMPHASIS. The foods listed below have been selected for special emphasis with the approval of the Food Requirements Branch of the Office of Distribution, WFA:

Oranges
Potatoes, white
Eggs
Fresh fruits & vegetables,
as available
Breakfast cereals
Enriched bread
Soy flour and grits
Dried soups

Flour, enriched or whole wheat
Macaroni, spaghetti, egg noodles
Crackers
Orange-Grapefruit Marmalade
Peanut Butter
Coffee
Tea
Frozen vegetables (except corn, peas
and lima beans)
Canned green and wax beans, carrots
and spinach

INDUSTRY SUPPORT. Trade associations including Cereal Institute, California Fruit Growers Exchange, Soy Flour Association, National Macaroni Mfrs. Association, Joint Coffee Promotion Committee, Biscuit and Cracker Mfrs. Association, American Institute of Baking, and other trade associations representing manufacturers of unrationed foods, are supporting the program and have contributed financially to the cost of preparing advertising featuring "No-Point---Low-Point Foods."

RETAIL FOOD DISTRIBUTORS HEARTILY APPROVE. Prior to launching the program it was presented to officials of some of the trade associations representing retail distributors especially, as well as some processors. These folks have unanimously endorsed not only the objectives of the Sales Promotion Program for No-Point---Low-Point Foods, but they have also given assurance that they will support the sale and use of these unrationed and low-point foods. These associations represent the great majority of the food stores of the country. Trade leaders who have written endorsing the program and given us such assurance of support include the following:

Mrs. R. M. Kiefer, Secretary-Manager, National Association of Retail Grocers, Chicago, Illinois
John A. Logan, President, National Association of Food Chains, Washington, D. C.
W. H. Albers, President, Super Market Institute, Cincinnati, Ohio
H. Wayne Clarke, President, National Food Brokers Assn., Washington, D. C.
M. L. Toulme, Executive Vice President, National-American Wholesale Grocers' Assn., New York City
Gordon C. Corbaley, The American Institute of Food Distribution, Inc.; 420 Lexington Avenue, New York City
Gerard M. Ungaro, Secretary & Treasurer, National Voluntary Groups Institute, Chicago, Illinois
Jerry H. Young, National Retailer-Owned Grocers, Inc., Chicago, Illinois
Herbert T. Webb, Advertising Manager, Modern Marketing Service, Inc., Chicago, Illinois
H. A. Sweeney, United Buyers Corporation, Chicago, Illinois
E. W. Mau, Advertising-Merchandising Director, National Brands Sales Corporation, Chicago, Illinois
J. Frank Grimes, President, Independent Grocers' Alliance of America, Chicago, Illinois
F. V. Filson, Secretary, Associated Grocery Manufacturers' Representatives, Cleveland, Ohio
L. W. Hitchcock, Red & White Corporation, Chicago, Illinois

MEETINGS WITH THE FOOD DISTRIBUTING TRADE HAVE BEEN HELD IN VARIOUS CITIES. The program was presented at the annual convention of the National-American Wholesale Grocers' Association in Chicago on January 24, and during that week also at meetings of the United Buyers Corporation, National Brands Sales Corporation, and the Association of State Secretaries of Retail Grocers Associations.

HOW TO PROMOTE SALES OF "NO-POINT---LOW-POINT FOODS" IN GROCERY STORES. An illustrated article setting forth how to put on a sale of "No-Point---Low-Point Foods" has been provided to 25 state grocery trade papers as well as the National Retailers' Bulletin, Progressive Grocer, Independent Grocergram, Grocer's Digest, and other grocery trade papers for use during the month of March. This article illustrates exactly how to use the display material and make displays of "No-Point---Low-Point Foods."

MEETINGS WITH THE FOOD DISTRIBUTING TRADE have been held in Los Angeles, San Francisco, Detroit, Buffalo. In addition, the program has been presented at meetings in Chicago and New York with the National Macaroni Manufacturers Association, to the Northeastern Vegetable and Potato Council, in New York, as well as meetings in Chicago and New York with representatives of trade associations of manufacturers of unrationed and low-point foods. Russell Varney presented the program at a large meeting of the Syracuse Advertising Club and food distributing-trade leaders. Mention of the program was made at recent annual meetings of voluntary and cooperative groups.

60,000 COPIES OF TRADE BOOK. This book, entitled "Sales Promotion Program for No-Point---Low-Point Foods," has been mailed with a letter to headquarters of wholesale grocers, chain food stores, super markets, and the officials of retail grocers' associations all over the country.

The cost of this book was generously contributed by the Kollogg Co. of Battle Creek, Michigan. The book fully outlines the program, illustrates the advertising support and is a complete sales manual for the retail distributing trade to follow in promoting the use and sale of "No-Point---Low-Point Foods." Enclosed in each book was an order blank for trade use in requesting kits of store display material and drop-in mats for use in their local newspaper or handbill advertising tying in with the program.

100,000 SPECIALLY PRINTED BOOKS BEING MAILED BY OUTDOOR ADVERTISING ASSOCIATION TO FOOD DISTRIBUTING TRADE. A 16-page illustrated book has been prepared by the Outdoor Advertising Association in cooperation with the War Advertising Council with the approval of the WPA, OPA, and the OWI and mailed to 100,000 leaders in the food distributing trade urging their sponsorship of 24-sheet posters, tying in with the sale and use of "No-Point---Low-Point Foods."

250,000 RETAIL STORES SUPPLIED WITH KITS OF STORE DISPLAY MATERIAL.

Included in each kit were 30 pieces of colorful display material including:

- One window poster
- One over-wire, double-face banner
- Fourteen double-face pennants; ten to be imprinted with specific foods such as macaroni, spaghetti, and noodles, cereal breakfast foods, coffee, oranges, bread, etc.; others are blank for the retailer's use for foods of his own selection (probably fresh fruits or vegetables as available locally); and the remaining two pennants to feature the Home Front Pledge and that ration points are required with the purchase of rationed foods.
- Six small display cards in blank for the retailer's use in quoting products and prices on No-Point---Low-Point Foods.
- Three larger price cards with space available for product and price imprint by the grocer.
- Four lapel badges featuring on one side "Share and Play Square with Food" and on the other side "Food is a Weapon of War, Don't Waste it."

All of this display material is supplied without cost and is being mailed only in response to orders indicating interest in using the material at the point-of-sale.

MERCHANDISING AWARD OF MERIT FOR GROCERS. Enclosed in each kit of display material is a letter offering Merchandising Award of Merit to the grocer or food store manager on his certification that he has used the display material and has made actual displays of "No-Point---Low-Point Foods" in his store.

MAGAZINE REPRESENTATIVES SERVE AS VOLUNTARY COLLABORATORS. Under the chairmanship of Fred N. Dodge of the American Weekly for the eastern area, and Frank W. Mahan of This Week Magazine in Chicago for the western area, thirty-three magazine representatives from the War Advertising Council are serving as voluntary collaborators in contacting wholesale grocers, food chains, super markets, and voluntary and cooperative groups, as well as retail grocers' associations in the principal markets all over the country. They are not only securing orders for the kits of display material, but they are informing newspaper representatives and grocery trade associations how they

can best cooperate with the program.

HOME ECONOMICS WOMEN IN BUSINESS BACK PROGRAM. Under the leadership of Miss Marie Sellers of the Home Service Department of General Foods and President of the HEWIBs, several hundred home economists are cooperating with the program by distributing recipes and menus incorporating the use of the "No-Point---Low-Point Foods". Meetings have been held with these HEWIBs in New York, Chicago, San Francisco, Los Angeles, and Boston and their cooperation will be greatly beneficial to the successful promotion of this program.

PLENTY OF CONSUMER ADVERTISING will promote sales of "No-Point---Low-Point Foods."

First, newspaper advertising--one full-page advertisement with 1000-lines adaptation will feature "No-Point---Low-Point Foods," mats being made available through newspaper publishers for local trade sponsorship. This is one of the series of advertisements placing emphasis upon Share and Play Square features of Food Fights for Freedom during the first quarter of 1944. In addition, 6 drop-in mats are made available either to advertisers direct or through local newspaper publishers for use as drop-ins for local retail grocery retail advertising.

Second, the Outdoor Advertising Association, in cooperation with the War Advertising Council, has made available two 24-sheet posters for local sponsorship. One features "Help Him When You Shop--Have Ration Points Ready, Know Ceiling Prices, Buy No-Point---Low-Point Foods," illustrating a retail grocer. The second poster carries a headline "S-T-R-E-T-C-H Your Ration Points" and illustrates a boy and little girl "playing store" offering "No-Point and Low-Point Specials." Both of these posters carry powerful consumer appeal and will help immeasurably in furthering the objectives of the program to encourage the purchase and use of "No-Point---Low-Point Foods."

Third, 50 million listeners will be told about "No-Point---Low-Point Foods." Through the OWI, starting the week of March 13, 900 radio stations from coast-to-coast will carry spot announcements urging the use of the more plentiful foods. In addition, the Office of Distribution of WFA are supplying information on locally abundant foods to press and radio outlets at 20 points over the country as well as through state and municipal marketing agencies. Local advertisers are being supplied with announcements which they can use as "spots" on their own programs.

6,000 HOTELS AND 15,000 RESTAURANTS FEATURE 12 PRIZE-WINNING RECIPES CALLING FOR NO-POINT---LOW-POINT FOODS. Hundreds of the leading chefs of the Nation from both the hotel and restaurant field have submitted their finest and most appetizing recipes calling mostly for unrationed or foods low in point value from which the 12 best have been selected. These 12 prize-winning recipes are being reproduced in an attractive circular which is being mailed to all of the hotels and restaurants all over the country. Each one of them features "No-Point---Low-Point Foods" each one not only tastes good, but reads good on the menu card. In other words, while these are wartime recipes, they are actually nutritious, tasty, appetizing and should have a popular following among hotel and restaurant patrons. The illustrated circular or brochure, featuring these recipes is being mailed by the American Hotel Association and the National Restaurant Association to 21,000 hotels and restaurants all over the country in cooperation with the WFA, OPA, OWI, and

the War Advertising Council.

THE OFFICE OF CIVILIAN DEFENSE and State Defense Councils have been informed about the program and are giving their cooperation in furthering its success. HENRY RICHERT OF THE OFFICE OF EDUCATION has supplied an outline of the program, the trade books and other information to state committees for their use at sales clinics of retail clerks and salespeople.

DEPARTMENT OF AGRICULTURE AND WAR FOOD ADMINISTRATION AND OFFICE OF PRICE ADMINISTRATION FIELD STAFF COOPERATION. Morse Salisbury, Director of the Office of Information sent a kit of materials on "No-Point---Low-Point Foods" to Washington, regional and State offices of War Food Agencies with a covering letter summarizing program and suggesting how they might best cooperate. The Office of Price Administration's Office of Information sent the same information to its regional and district offices. Marvin M. Sandstrom, Chief, Marketing Reports Division, has posted all of his regional Marketing Reports offices in a special bulletin how they can assist in furthering the "No-Point---Low-Point Foods" Program. M. L. Wilson, Chief of the Nutrition Programs Branch, Miss Jessie Harris of the Nutrition Programs Branch, and Miss Louise Griffith, Liaison Officer, are cooperating with the program through the Nutrition Committees. The field staff of these agencies and committees interested in food are being mobilized to assist in securing sponsorship of advertising, persuading retail grocers to use the display material and to feature the foods on the approved list, and to secure cooperation of women's clubs, PTA's, school nutritionists, and other civic groups.

